



## **WF CENTRAL Partners With Bao Bao Wan To Launch The First “Bao Bao Wan Fine Jewellery” Pop-up**

*Bringing An Unprecedented Fine Jewellery Shopping Experience To Beijing*

**Beijing, 21<sup>st</sup> April 2018** – WF CENTRAL officially announces the opening of the first “Bao Bao Wan Fine Jewellery” physical store, a pop-up and an exclusive collaboration with Bao Bao Wan, the world-famous high-end jewellery designer and international socialite. From April to September, the new store will captivate customers with its unique and extraordinary jewels, which feature high-quality craftsmanship with exquisite details. Through this collaboration, WF CENTRAL aims to provide customers with a brand-new deluxe jewellery shopping experience, and showcase its peerless allure as Beijing’s top luxury lifestyle hub.

As an internationally acclaimed Chinese jewellery designer with extraordinary taste, Bao Bao Wan creates a wealth of magnificent works that pay tribute to different cultures. Her dazzling jewellery designs have been widely praised and have repeatedly topped the sales charts, as well as being featured in international magazines such as *W*, *Solitaire*, *Harper’s Bazaar* and *Vogue*.

“A designer’s job is to visualise the concept of beauty. My inspirations come entirely from daily life. I want to convey the ever-changing emotions to customers in the most beautiful way possible,” said Wan. Not only is Wan talented and versatile in design, she also has a strong passion for life, responding to all kinds of changes with an artistic approach and transforming her creative ideas into exquisite jewels. Wan spoke particularly highly of her exclusive collaboration with WF CENTRAL: “Beijing is one of the most important cities to develop the brand. After thoughtful consideration, we finally decided to open our first fine jewellery store at WF CENTRAL. We strongly believe that WF CENTRAL can deliver what we are expecting.”

From April to September 2018, the new “Bao Bao Wan Fine Jewellery” pop-up is set to impress its customers with a mesmerising fine jewellery experience that will showcase a wide selection of exceptional jewels awash with irreverent glamour, including collections such as “*And the little ones...*” and “*Bon Bon*”, alongside other timeless “*Fine Jewellery*” masterworks.

One of the most notable pieces is the new pendant named “*Pak Choy*” (or Chinese cabbage) from the “*And the little ones...*” collection. The inspiration behind this graceful and refined masterpiece comes from the popular Chinese vegetable that has been considered a sign of good luck for generations, as phonetically “Pak” means 100 and “Choy” means wealth/prosperity – a symbol to usher in an abundance of wealth, prosperity and good fortune. This exquisite necklace features a cabbage pendant made with white gold and mounted with glittering tsavorites and sparkling diamonds, wrapped in an 18k rose gold “rope”. The “*Pak Choy*” pendant will be available from April 21 to May 20 exclusively at the new “Bao Bao Wan Fine Jewellery” pop-up at WF CENTRAL.

“At WF CENTRAL, we aim to connect with the customers and play our part to foster communities through a series of high-end lifestyle services,” said Mr. Raymond Chow, Executive Director of Hongkong Land. “The new store will highlight the deep connection between WF CENTRAL and premium lifestyle. With our strong passion for life and art, we hope to provide customers with an unprecedented fine jewellery experience,” he added.



WF CENTRAL is a premium lifestyle retail destination, a world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District, Beijing. It sets a new benchmark for retail and lifestyle through its FIVE Core categories. Each category offers unmatched experiences namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at “WF CENTRAL”.

**Please download the hi-res images at:**

<https://www.dropbox.com/sh/w42hwwa4h8bdhpy/AADOWmM5wAvGHQrLxf8RpDyYa?dl=0>



**“Pak Choy” (from “And the little things...”)**

With a delicate and elegant design that exudes a sense of purity, this exquisite necklace features a cabbage pendant made with white gold, mounted with glittering tsavorites and sparkling diamonds, and wrapped in an 18k rose gold “rope”. The inspiration behind this graceful and refined masterpiece comes from the popular Chinese vegetable that has been considered a sign of good luck for generations, as phonetically “Pak” means 100 and “Choy” means wealth/prosperity – a symbol to usher in an abundance of wealth, prosperity and good fortune.



**“Alto” (from “And the little things...”)**

The true embodiment of grace and dexterity. As slow-witted as they might seem, pandas are surprisingly smart and good-natured. In a city of chaos like this, nothing is totally black or white, and so it is important to be wise but also to stay innocent at the same time. May the wisdom be with you.



王府中環  
WF CENTRAL



**“Hot Air Balloon” (from “And the little things...”)**

Time passes, things change, but memories will always stay where they are: in the heart. This hot air balloon carries the sweetest memories from yesteryear, floating across the miles of road we have walked. This pendant is made with 18k gold, mounted with a small glittering diamond at the bottom, and complemented by elegant hand-cut amethysts, which have a soft and subtle lustre. Send this cute little balloon as a gift and travel around the world with your loved one!



Selected image from **“Bon Bon”**



Selected image from “*Fine Jewellery*”



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Mr. Stanley Ko, President, Commercial Property, China of Hongkong Land Limited (left), with Ms. Bao Bao Wan, open the first “Bao Bao Wan Fine Jewellery” physical store in WF CENTRAL.



## **WF CENTRAL**

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 74-room Mandarin Oriental hotel. The property offers 50,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.

Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

## **Hongkong Land**

Hongkong Land is a listed leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages approximately 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

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